



Social Media and the Ensuring Council



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Overview



The road to 2020
A manifesto for the Ensuring Council

The cover image for 'The road to 2020' features a futuristic cityscape with tall buildings and flying cars under a blue sky with a large planet. A road leads towards the horizon, and a small sign on the left shows an upward arrow and the year '2020'. The APSE logo is in the top right corner.

The Ensuring Council

An illustration of a blue silhouette of a person running towards the right. Surrounding the person are various digital and communication icons: a smartphone, a laptop, a tablet, a postage stamp, and an '@' symbol.

'Channel Shift'

And Me!

@apsetweets Bloggin' It /paul-o-brien

Communicate in a way people want to listen and engage

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What will local government look like in 2020?



Defining an Ensuring Council

The logo for 'apse' is located in the top right corner. It consists of the lowercase letters 'apse' in a white, sans-serif font, centered within a magenta oval shape.

Exercising stewardship

Retaining core capacity

Municipal
entrepreneurship

Collaboration not
competition

Primacy of politics

Promoting social justice

Overarching financial
challenge

Local economies

The environment

Housing need

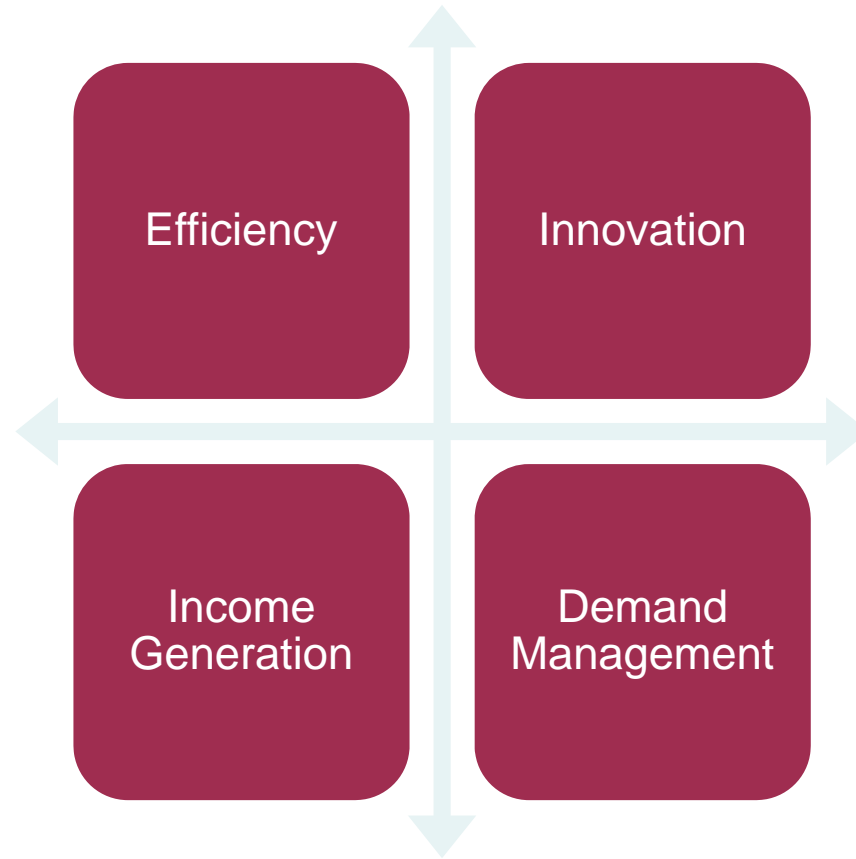
Youth unemployment

Elderly care

Public health

Welfare reform

The pillars of excellence

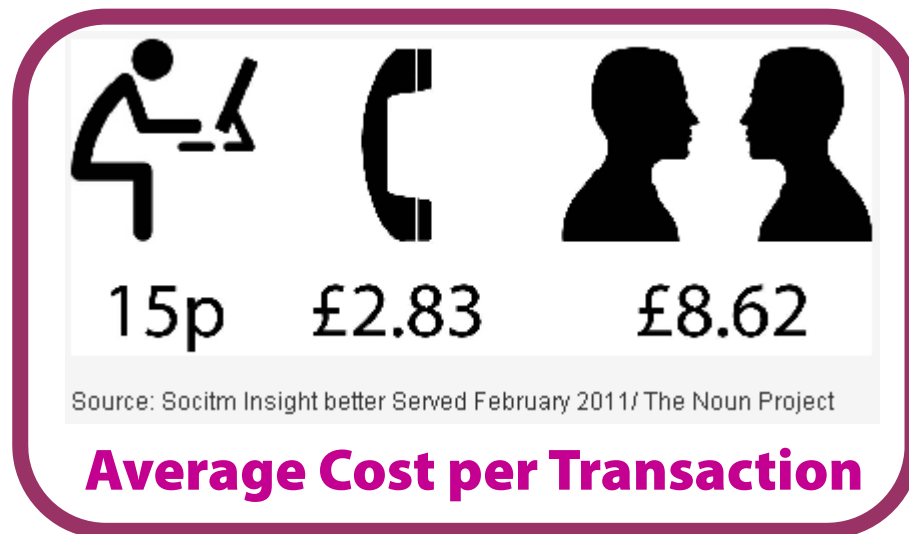
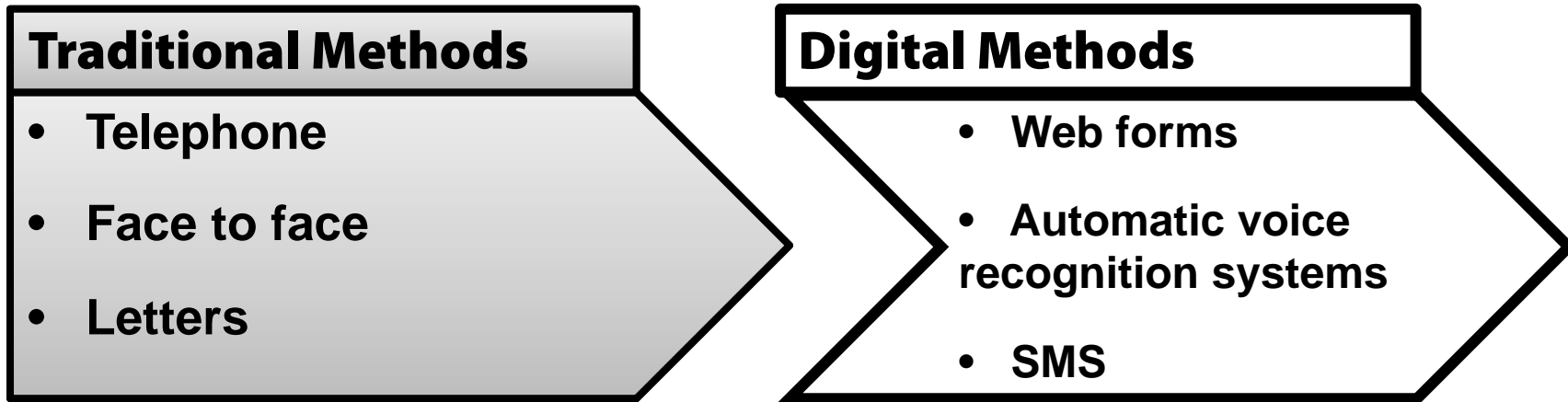


The Ensuring Council using social media to...



- **Engage:**
 - the public in the financial debate and political democracy
- **Enable:**
 - the public to shape services they receive
- **Involve:**
 - the public in a dialogue on how we meet the huge policy challenges
- **Achieve:**
 - transactional efficiencies, service delivery redesign and demand management

A Channel Shift in Communication....



...over time



- **Know your audience and keep options open**
 - *“1 in 3 disabled users have never used the internet compared with 1 in 10 of the able-bodied population”*
(www.peskypeople.co.uk)
- **Take people with you- nudge don't shove!**
 - Sell the advantages e.g. faster service, transparency, right first time
 - Promote the digital via the traditional e.g. your website address & twitter name on letterheads

Not just cost savings but higher customer satisfaction



“The resulting reduction in volumes of phone and face-to-face contacts will reduce cost as well as improving customer satisfaction, particularly where enquiries are resolved on first contact.”

Socitm insight, ‘Better served: Customer access, efficiency and channel shift’, Feb 2011

£ 54%

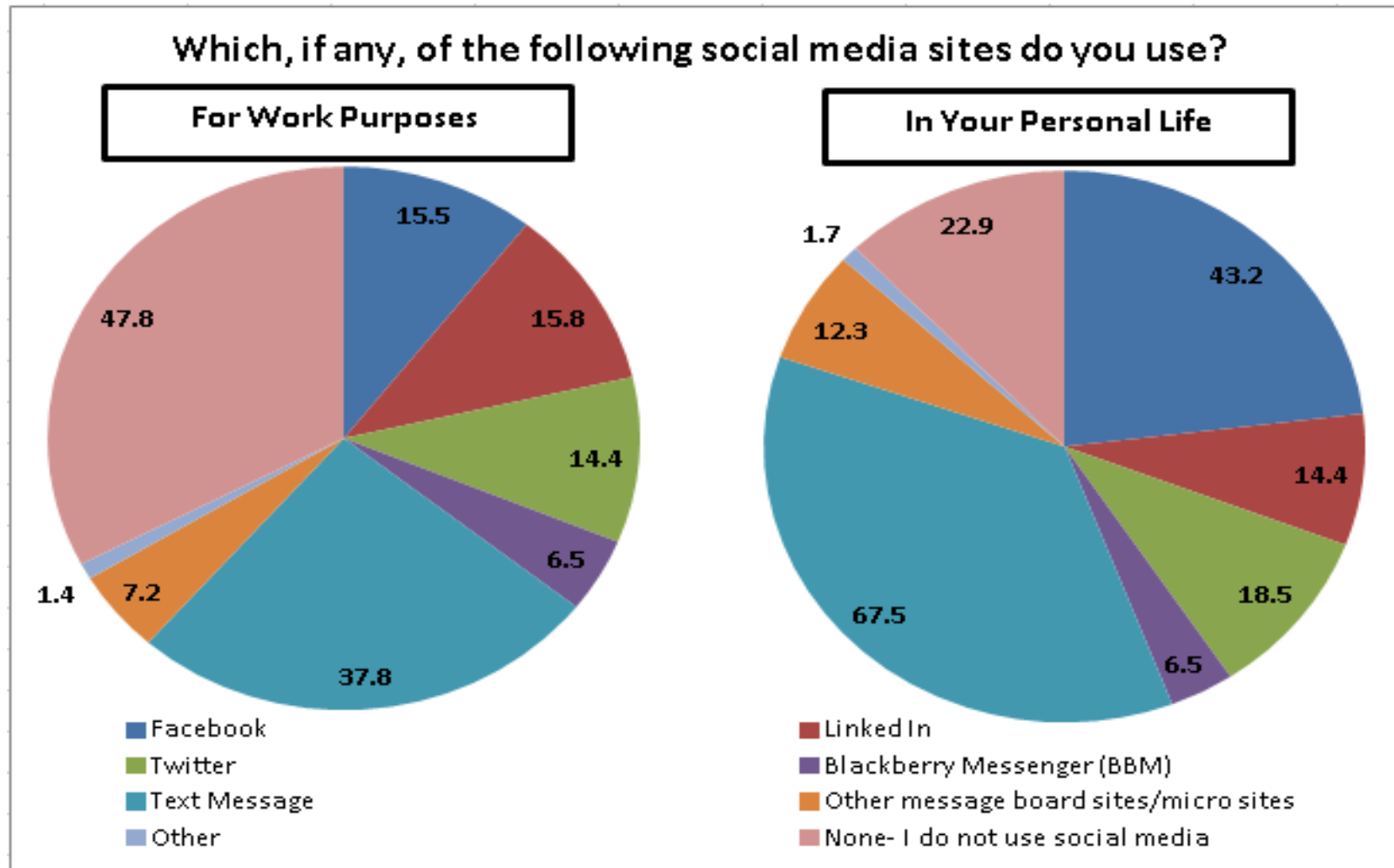
When asked about their ‘return on investment’ (ROI) in Social Media, 54% of Local Authorities identified increased customer satisfaction.

BDO & MJ, ‘Local Government Social Media survey’, Jan 2012

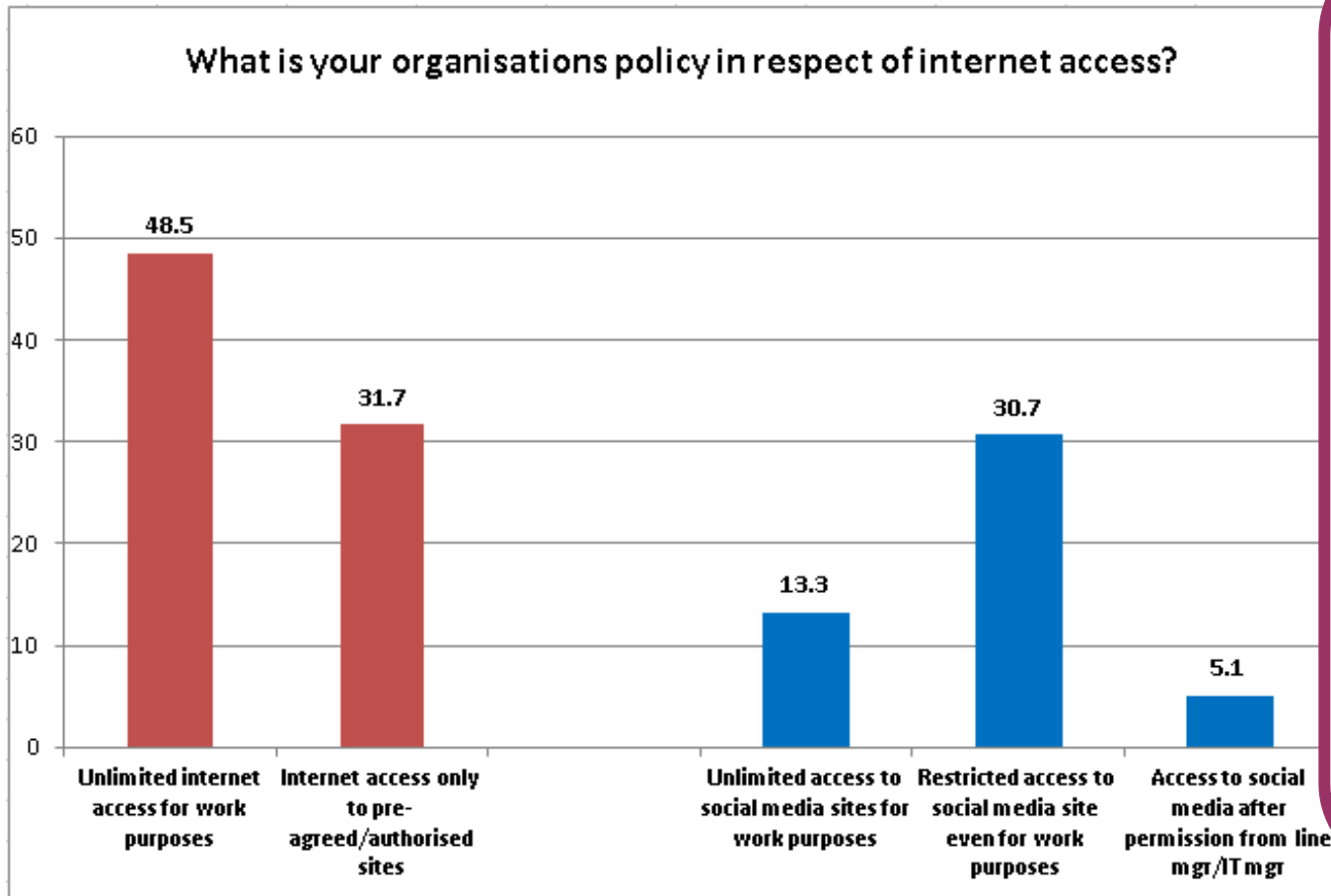


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Social media use amongst APSE members- work & play



An issue of culture rather than access?



How do you prefer to be contacted by APSE?

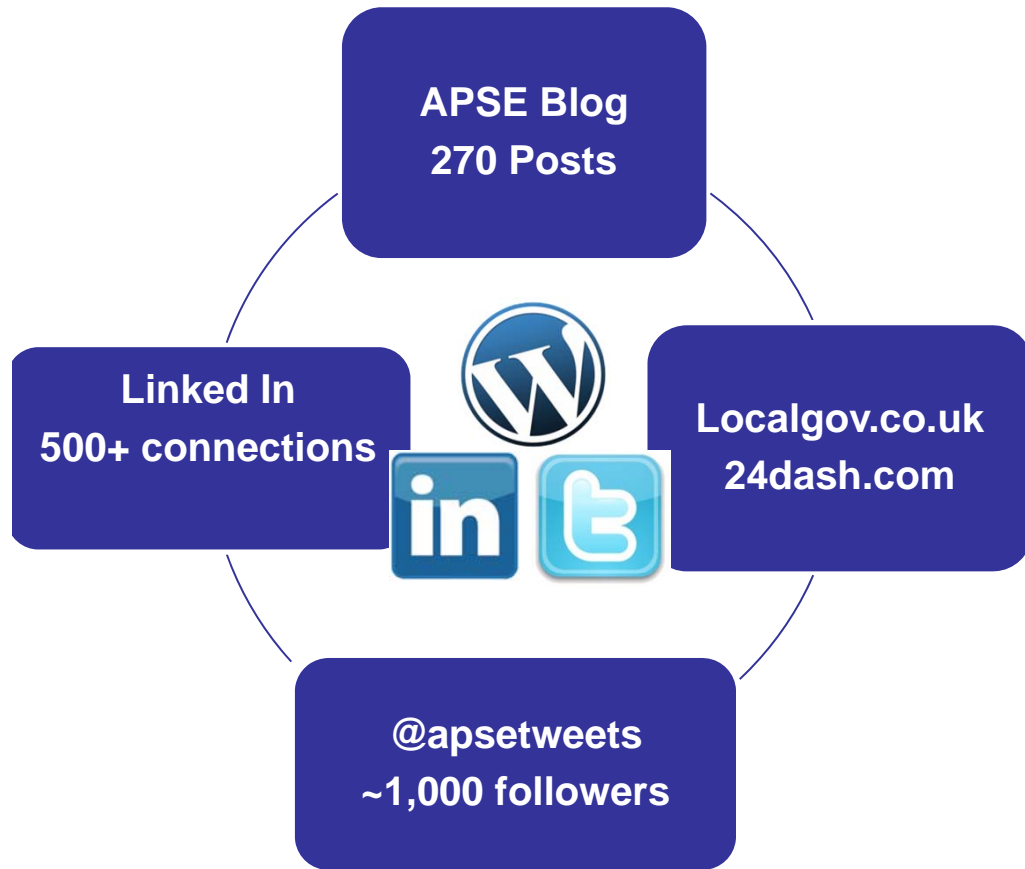
- Email- 100%
- Post- 31%
- Phone- 10%

- Text- 3.3%

- Linked In- 2.8%
- Facebook- 1.6%
- Twitter- 1.2%

- Fax – 0.4%

A middle aged bloke's journey - to infinity and beyond!



Social Media is a set of tools in my communications toolbox

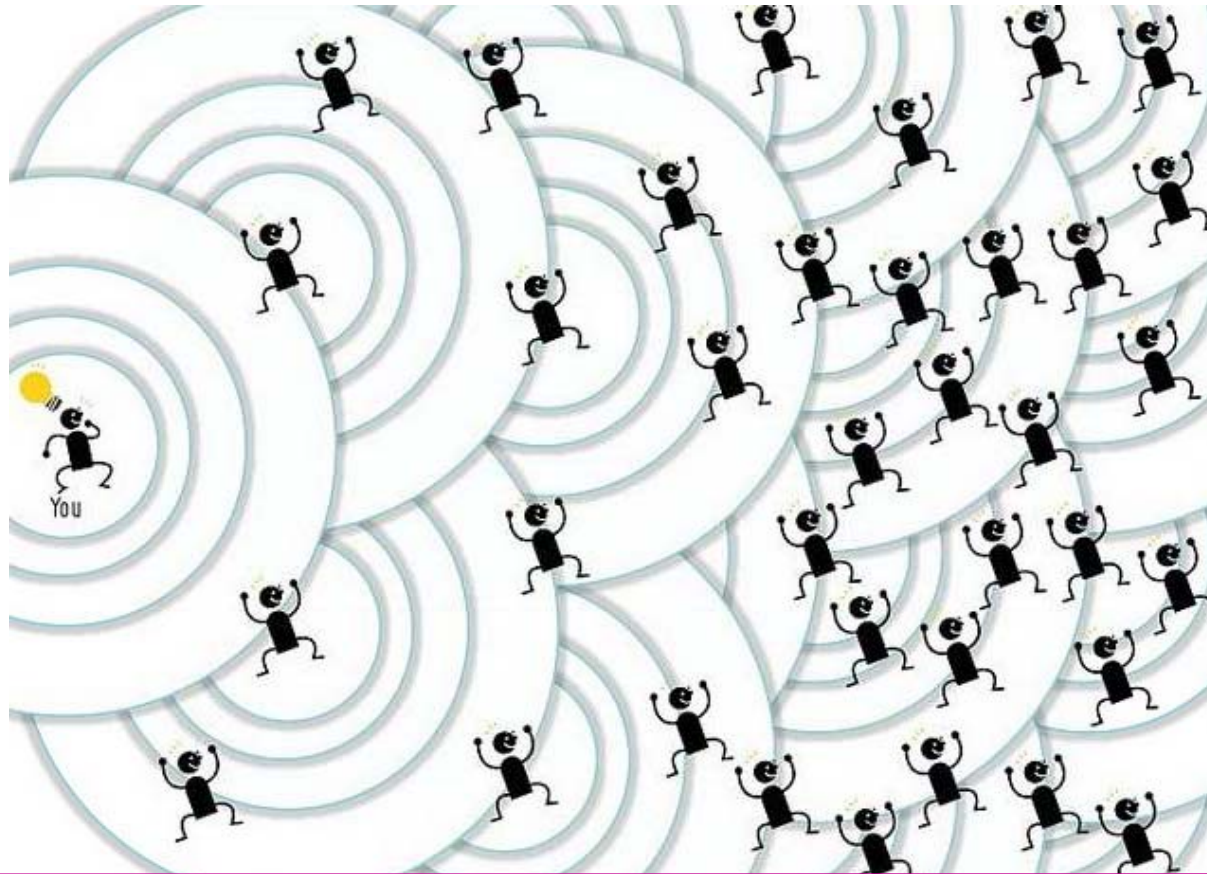
It enables me to repeat my core message frequently and across many outlets



"My wife said I don't listen to her. At least I think that's what she said."

The Social Media Ripple Effect- maxing your message

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One comment

30 re-tweets

10,000 impressions

#Ourday- Social media a tool to communicate value and share best practice



Who really keeps the country moving? #Ourday

By Paul O'Brien

Thursday 27 September 2012

To the workforce in local government this is your day.

Getting up at the crack of dawn to grit and maintain the roads infrastructure, sweep the streets, clean the schools and public buildings, this is your day.

Maintaining the parks, picking up the bins, feeding school kids and looking after those who need care, this is your day.

Managing and repairing homes, tackling fuel poverty, promoting physical activity and educating our children, this is your day.

Ensuring food hygiene and environmental health, trading standards and burying our deceased loved ones, this is your day.

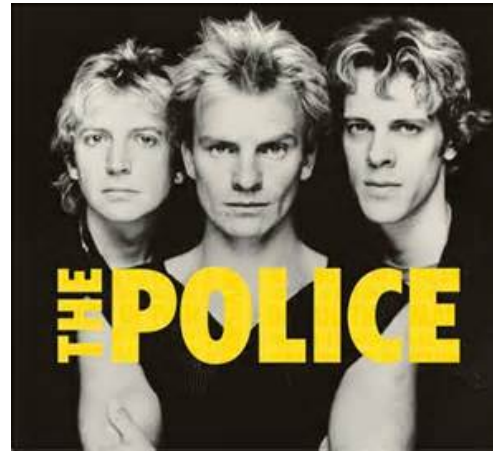
Bringing us culture and libraries, planning our infrastructure and working with communities, this is your day.

Tackling floods, licensing premises, transporting those who need it, ensuring the streets are well lit, this is your day.

To the staff of local government thanks for making our day run smoothly, enjoy your day.



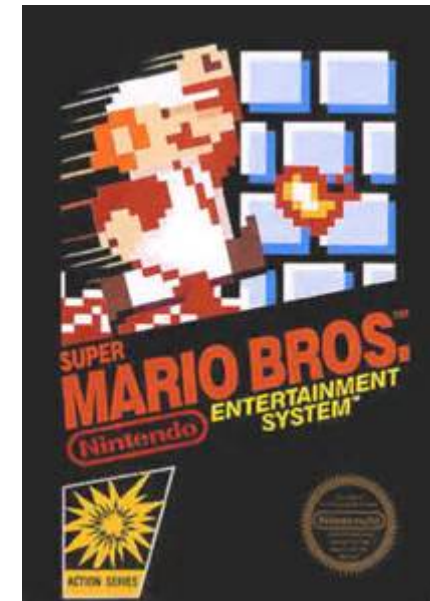
I ♥ 80's



Beyond Enabling



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Conclusions



1. Social media being under-utilised in Local Government
2. Huge opportunities exist to change the way services are delivered and consumed
3. Public changing the way it expects to interact with and receive services from Local Government
4. Investment in internal training on social media required if cultural change is to be achieved
5. Social media a vehicle to enhance the debate about the future of Local Government via the engagement of resident and citizen

LOCAL SERVICES

LOCAL SOLUTIONS



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